Rio 2016 Olympic Games
Rio 2016 Pictogram Application Guide

March 2014

STANDARD PICTOGRAMS

The standard pictogram is supported by a pebble, an element of the Rio 2016 language. Its use is recommended for informative or institutional materials, such as publications, digital media, signage, maps and very small materials.

SEAL

When applied on textures or background images that reduce the pictogram's legibility, use the standard pictogram in a seal. This application is only recommended in reproductions of reduced size.

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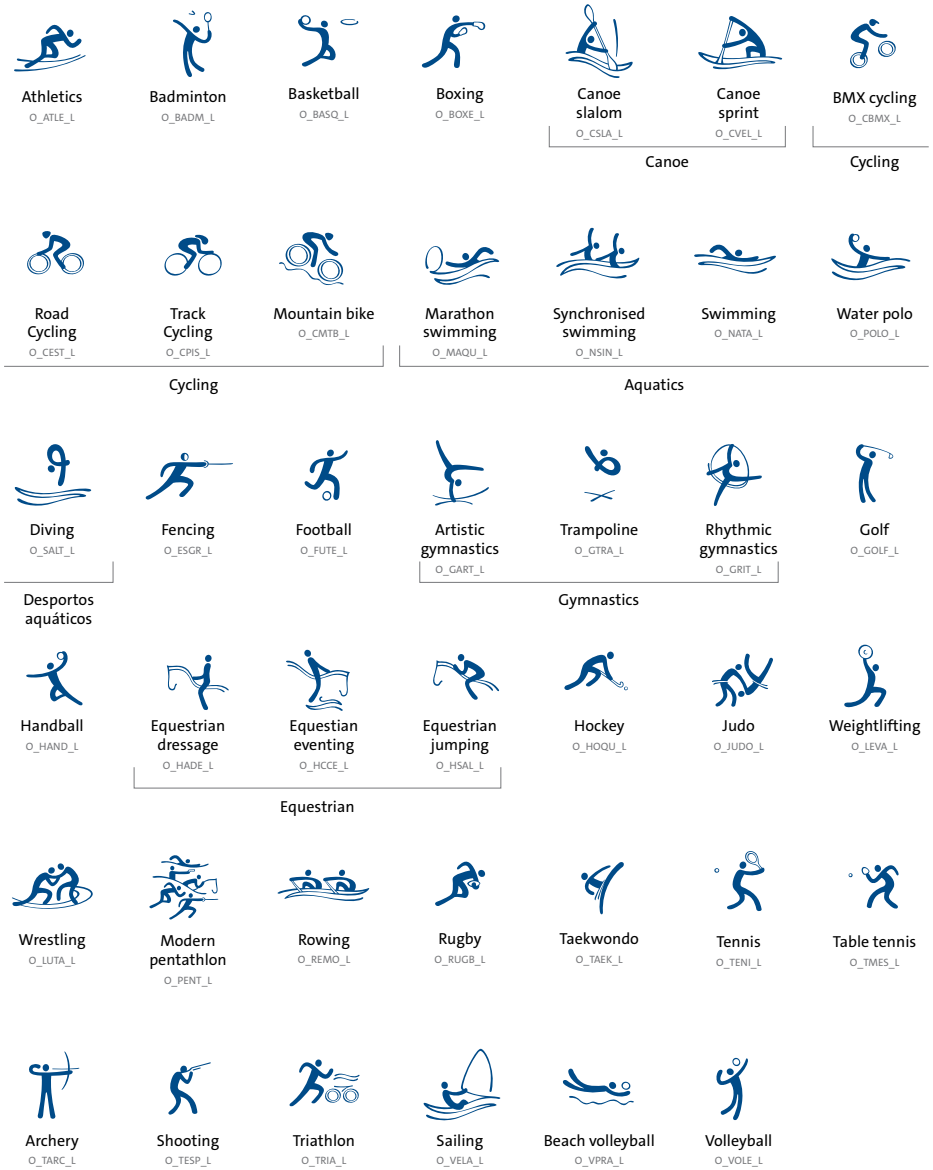
Use the digital file.
Never reconstruct the pictogram grid.

ATTENTION
The Rio 2016 sport pictograms may not be altered or redesigned.

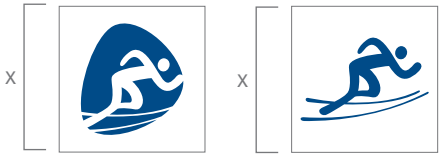
The Rio 2016 sport pictograms are protected internationally in terms of their intellectual property rights, and are therefore not available for unauthorised use.

FREE PICTOGRAMS

The free pictogram arises outside the pebble, conveying agility and lightness. Its use is more dynamic and decorative, and is recommended for materials such as posters, brochure covers, banners, uniforms and large-format materials.



PROTECTION AREA



Use the digital file.
Never reconstruct the pictogram grid.

ATTENTION
The external square representing the clearance area is transparent. It is visible in the pictogram artwork, but must never be printed.

MAXIMUM REDUCTION

x

x

x= 12 mm

x= 12 mm

Reduction in digital media

1. Applications on desktop computers (email header and signature, screen background, wallpaper, etc.)

2. Onscreen applications (television, offline media, etc.)

3. Applications on websites.

x = 80px

1. Applications on website banners.

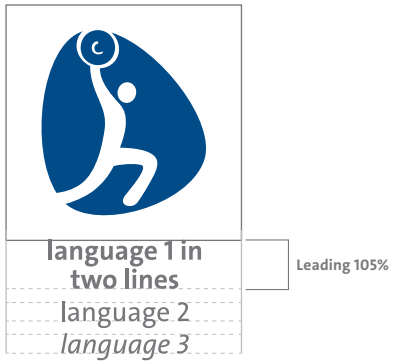
2. Applications in mobile media (smartphones, tablets, etc.)

x = 34px

APPLICATION OF OFFICIAL NOMENCLATURE

The application of the name of a sport on the Rio 2016 pictograms must follow the model presented. We recommend using the font Trebuchet MS. The official nomenclature may be reproduced in up to three languages.

1. Standard application



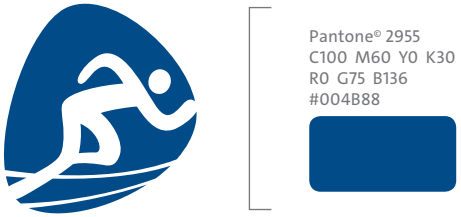
2. The spacing between two lines in the same language differs from the spacing between different languages.

3. When using a pictogram horizontally, the block must be centralised vertically in relation to the pictogram.

COLOURS

The Rio 2016 pictogram should preferentially be reproduced in the shade of blue indicated.

If this is not possible, use one of the colours indicated in the table.

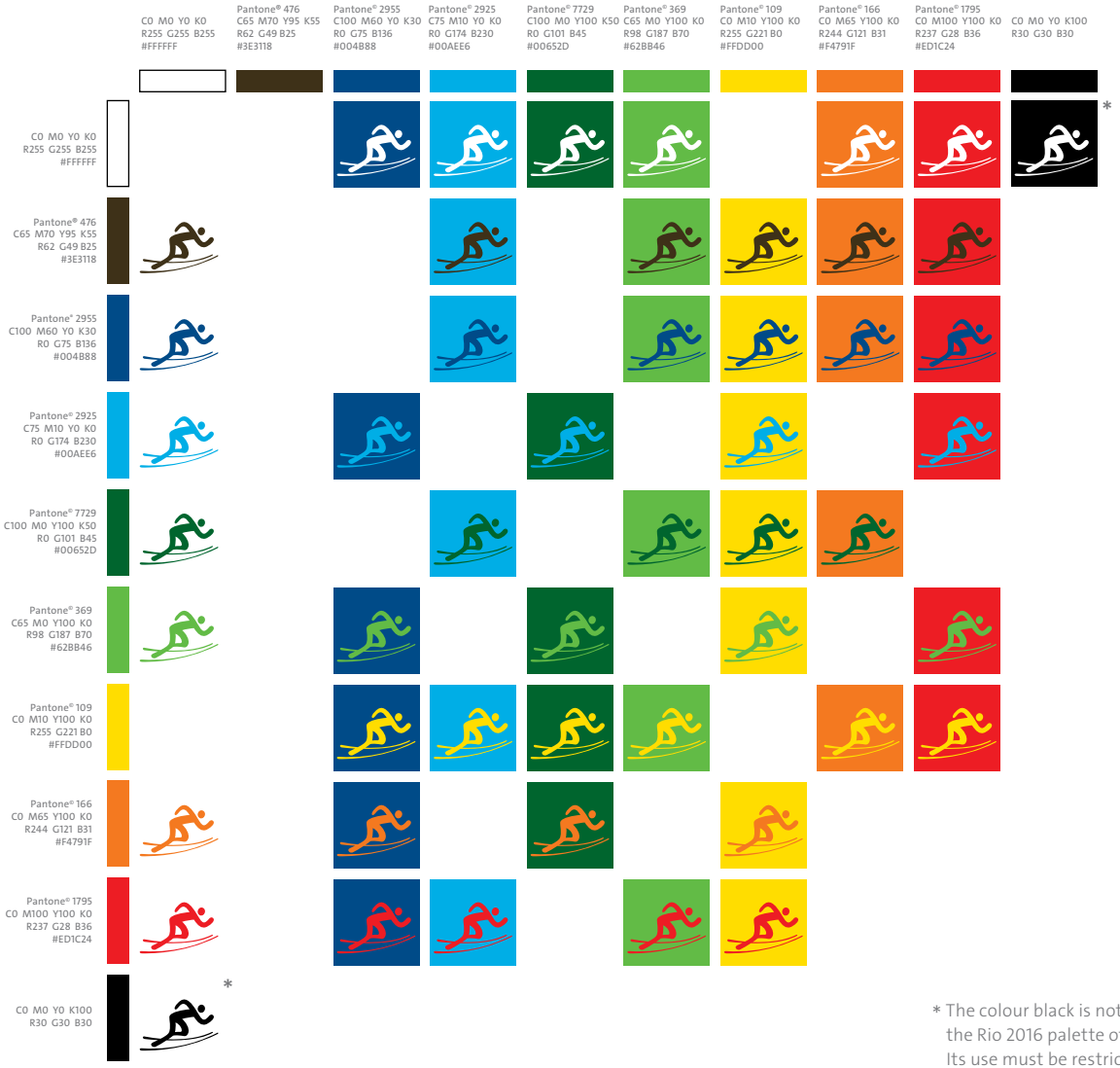


STANDARD PICTOGRAMS: PERMITTED COMBINATIONS

* The colour black is not part of the Rio 2016 palette of colours. Its use must be restricted to printing processes and/or layouts limited to this single colour.

** Only for use in groups of 2 or more pictograms.

FREE PICTOGRAMS: PERMITTED COMBINATIONS



* The colour black is not part of the Rio 2016 palette of colours. Its use must be restricted to printing processes and/or layouts limited to this single colour.

PICTOGRAM GRID

When reproducing the full set of Rio 2016 pictograms, always use the official grid (vertical or horizontal versions). The order of pictograms must never be altered.

When reproduced in sequence, the Rio 2016 pictograms must be presented in alphabetical order in Portuguese, in accordance with the official nomenclature. This order must be followed in versions in other languages.

6x7 Olympic Grid

3x14 Olympic Grid

Use the digital file.
Never reconstruct the pictogram grid.

Vertical
O_GRID_A_V_01.eps
O_GRID_A_V_01.pdf

Horizontal
O_GRID_A_H_01.eps
O_GRID_A_H_01.pdf

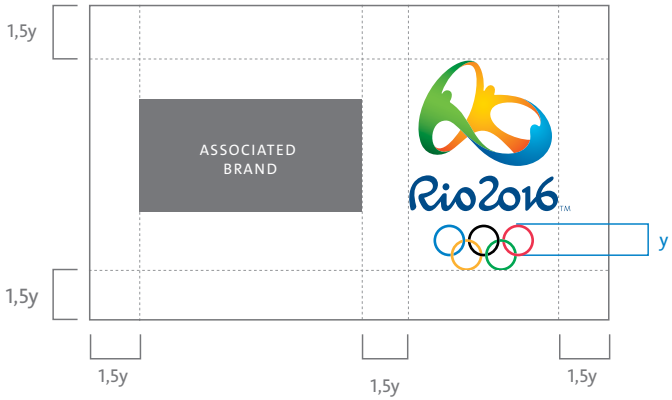
OFFICIAL NOMENCLATURE OF THE RIO 2016 OLYMPIC SPORT PROGRAMME

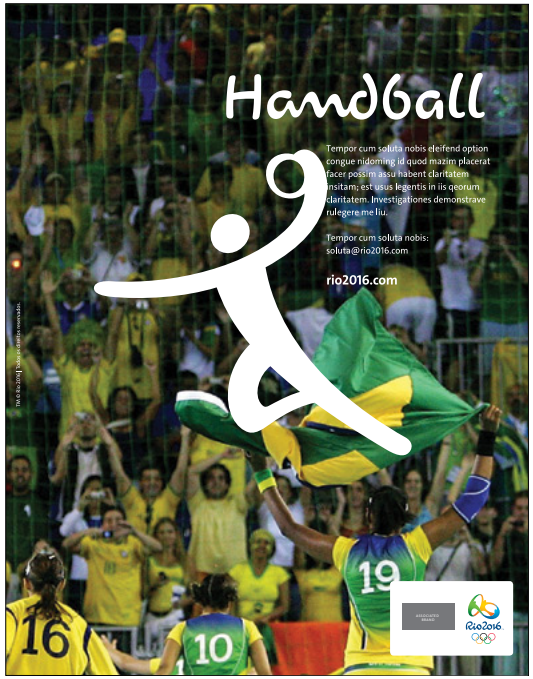
The official name of sports must not begin with an uppercase letter, except at the start of sentences, in the names of sports organisations/institutions or in the names of competition venues.

NOMENCLATURE IN PORTUGUESE	NOMENCLATURE IN ENGLISH
atletismo	athletics
badminton	badminton
basquetebol	basketball
boxe	boxing
canoagem slalom	canoe slalom
canoagem velocidade	canoe sprint
ciclismo BMX	bmx cycling
ciclismo de estrada	road cycling
ciclismo de pista	track cycling
ciclismo mountain bike	mountain bike
maratona aquática	marathon swimming
nado sincronizado	synchronised swimming
natação	swimming
polo aquático	water polo
saltos ornamentais	diving
esgrima	fencing
futebol	football
ginástica artística	artistic gymnastics
ginástica de trampolim	trampoline
ginástica rítmica	rhythmic gymnastics
golfe	golf
handebol	handball
hipismo adestramento	equestrian dressage
hipismo CCE	equestrian eventing
hipismo saltos	equestrian jumping
hóquei sobre grama	hockey
judô	judo
levantamento de peso	weightlifting
luta olímpica	wrestling
pentatlo moderno	modern pentathlon
remo	rowing
rugby	rugby
taekwondo	taekwondo
tênis	tennis
tênis de mesa	table tennis
tiro com arco	archery
tiro esportivo	shooting
triatlo	triathlon
vela	sailing
vôlei de praia	beach volleyball
voleibol	volleyball

COEXISTENCE WITH COMPOSITE LOGOS

The Rio 2016 logo must be visible and highlighted in the layout whenever the pictograms are used. Apply one of the composite logos/seals shown in the Brand Book.




Handball
Tempor cum soluta nobis eleifend option congue nidoming id quod mazim placerat facer possim assu habent claritatem insitam; est usus legentis in iis qeorum claritatem. Investigationes demonstrave rulegere me liu.
Tempor cum soluta nobis:
soluta@rio2016.com
rio2016.com
16
10
19
Rio2016

© Getty Images

ASSOCIATED BRAND

Exemple of editorial use.

ENGLISH
IMPRENSA
FORNECEDORES
PESQUISAR
busca avançada
COB
TIME BRASIL
JOGOS ESCOLARES
SOCHI 2014
NOTÍCIAS
FOTOS
VÍDEOS
1914 · 2014
Rio2016
Jornada dupla do Brasil nos Jogos Olímpicos Sochi 2014 nesta sexta-feira, dia 14
Jaqueline Mourão encerra sua participação em Sochi na prova de 15km do biatlo e Josi Santos disputa o esqui aéreo
FOTOS: CARTAZES OFICIAIS DOS JOGOS OLÍMPICOS DE INVERNO
VÍDEOS: REVEZAMENTO 4X400 MASCULINO CONTA COM A ASSESSORIA TÉCNICA DE
04/02/14 12:33 COB
Jaqueline Mourão será a porta-bandeira da delegação brasileira na Cerimônia de Abertura de Sochi 2014
Jaqueline Mourão já estava na história do esporte brasileiro por ser a única mulher brasileira a disputar edições de Jogos Olímpicos de Verão e Inverno. Mesmo assim, a...
TIME Brasil
SEJA FÃ DO NOSSO TIME NAS REDES SOCIAIS
11/02/14 10:55 TIME BRASIL

INCORRECT USES

Standard pictogram

1. **NEVER** mirror the pictograms.

2. **NEVER** extend the pictograms' lines outside the pebble.

3. **NEVER** incline the pictograms.

4. **NEVER** distort the pictograms.

5. **NEVER** apply the pictograms in colours not indicated in this manual.

6. **NEVER** move the elements inside the pebble.

7. **NEVER** modify a pebble containing a pictogram.

8. **NEVER** remove elements that are part of the pictograms.

9. **NEVER** add graphic elements to the pictograms.

10. **NEVER** incorporate the Rio 2016 emblem into the pictograms.

11. **NEVER** cut the pictograms in such a way that it is impossible to identify the sport represented.

12. **NEVER** apply different solid colours on the same pictogram artwork.

13. **NEVER** overlay text or any other graphic elements on the pictograms.

14. **NEVER** combine pictograms inside the same pebble.

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15. **NEVER** apply pictograms directly on maps, satellite photos or other images that may make them hard to see.

Free pictogram

1. **NEVER** mirror the pictograms.

2. **NEVER** use two solid colours on the same pictogram.

3. **NEVER** incline the pictograms.

4. **NEVER** distort the pictograms.

5. **NEVER** apply the pictograms in colours not indicated in this manual.

6. **NEVER** add outlines to the pictograms.

7. **NEVER** add shadows to the pictograms.

8. **NEVER** redistribute elements making up the pictograms.

9. **NEVER** remove elements that are part of the pictograms.

10. **NEVER** add elements to the pictograms.

11. **NEVER** cut the pictograms in such a way that it is impossible to identify the sport represented.

12. **NEVER** overlay text or any other graphic elements on the pictograms.

Compositions with standard pictograms

1. **NEVER** misalign the pictograms that make up the grid.

2. **NEVER** use pictograms with different scales on the same grid.

Application of official nomenclature

1. **NEVER** apply the typography in uppercase letters.

2. **NEVER** modify the weight ratio between the fonts representing the first and second languages.

3. **NEVER** reposition the captions.

4 **NEVER** apply different languages to the same line.

5. **NEVER** use the text on a vertical axis.

6. **NEVER** apply the text inside the pebble.

LEGAL PROTECTION

General Instructions

Each Rio 2016 Olympic and Paralympic Games sport pictogram is protected by intellectual property rights. In order to guarantee this protection, the use of the pictograms must be accompanied by a notice regarding these rights in each reproduction of them.

Where the reference to copyright must appear

In any media or product, the notice of intellectual property rights must appear on the same page and/or surface that contains the pictograms. Furthermore, all references to these rights must be made in a form that enables them to be read by any typical reader.

In the case of restricted space on the same page and/or surface that contains the pictograms, the notice must appear in another visible part of the media item.

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